

NASA Headquarters
Washington, DC 20546

H OWI-1300-R017A

April 23, 1999

Aero-Space Technology Strategic Enterprise (HQ/Code R)

Office Work Instruction

Advocacy, Outreach and External Communications

CHECK THE MASTER LIST at

<http://hqiso9000.hq.nasa.gov/>

VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

HOWI-1300-R017A

April 23, 1999

Responsible Office: Code RP

Subject: Advocacy, Outreach and External Communications**DOCUMENT HISTORY LOG**

<u>Status</u> (<u>Draft/</u> <u>Baseline/</u> <u>Revision/</u> <u>Canceled</u>)	<u>Document</u> <u>Revision</u>	<u>Effective</u> <u>Date</u>	<u>Description</u>
Baseline		1/25/1999	
Revision	A	4/23/1999	Changed heading of “Responsible Organization” column of paragraph 6 to read “Actionee” and revised column entries to better identify who has responsibility for executing each task. Revised paragraph 5 flowchart for record symbols to be consistent with quality record media. Revised paragraph 6 procedure text to better identify criteria for acceptable workmanship and formats of developed materials. Revised paragraph 5 flowchart to be consistent with “actionee” in paragraph 6 text. Revised paragraph 7 Quality Records table to eliminate dual media versions of quality records. Entries now specify only the medium of the controlled version of the quality record. Revised Quality Record table format to conform to revised HCP 1400-1. Revised retention/disposition times to conform with NPG 1441.

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1. **PURPOSE** The purpose of this OWI is to ensure the formulation and execution of advocacy, outreach and external communications consistent with the goals and responsibilities of the Aero-Space Technology Strategic Enterprise (HQ/ Code R).
2. **SCOPE and APPLICABILITY**
 - 2.1 This OWI encompasses all proposed Aero-Space Technology Strategic Enterprise advocacy, outreach and external communications activities which require the review and approval of the Division Directors and/or the Associate Administrator as well as those activities which may be directed by the NASA Administrator.
 - 2.2 This instruction applies to the OAT at NASA Headquarters.
3. **DEFINITIONS**

AA	Associate Administrator and/or Administrator
AO	Action Officer—Individual identified in Appendix A with organizational responsibility to oversee development/revision, evaluation, and final disposition of the outputs and activities within the scope of this OWI
Center	Center Responsible For Product Execution
DD	Cognizant Division Director
Evaluate	Process to assess product's effectiveness to affect material stakeholders and their ability to have an impact on OAT's charter of operations
OAT	Office Of Aero-Space Technology
Products	For the purposed of this OWI, outputs and activities identified in Appendix A

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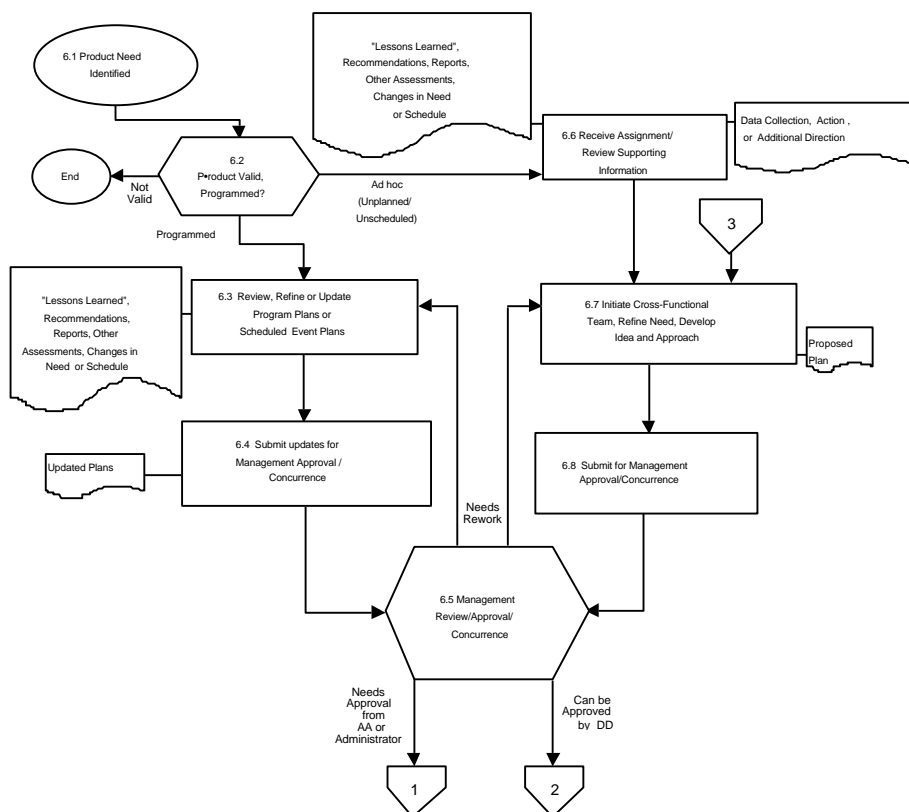
Aeronautics Strategic Plan : Achieving Aeronautics Leadership 1995-2000 (1995) <<http://www.nctn.hq.nasa.gov/iso9000/astdocs/>>

Three Pillars for Success: NASA's Response to Achieve the National Priorities in Aeronautics and Space Transportation (March 1997) <<http://www.nctn.hq.nasa.gov/iso9000/astdocs/>>

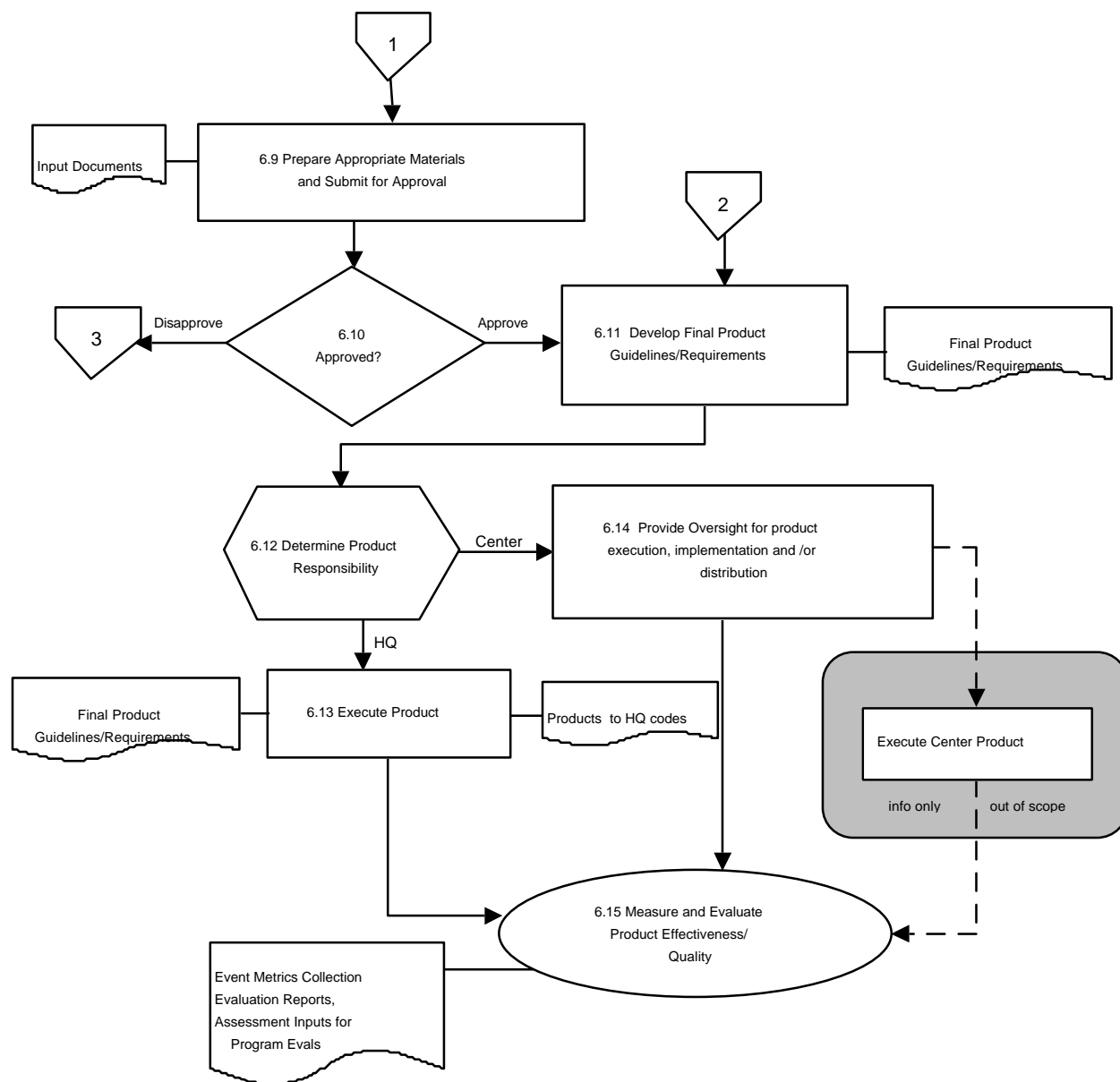
NPD 1000.1 NASA Strategic Plan

NPG 1000.2 NASA Strategic Management Handbook

The correct version of the NPD and NPG documents cited above may be obtained from the NODIS Directives Library at <<http://nodis.hq.nasa.gov/Library/processes.html>>

5. FLOWCHART

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<u>Step</u>	<u>Actionee</u>	<u>Action</u>
6.1	AA or DD	The need for an advocacy, outreach and/or external communication product or activity is identified. This product/activity may be a speech, a yearly report, a brochure, a publication, an exhibit program, Congressional testimony or responses, a personal appearance, a press release, or the content of an internet site. The product need may be identified internally (within Code R), or directed by the Administrator. The product may represent a totally new action, a revision to a previously planned activity, or an activity already planned.
6.2	DD	Determine the validity of the product and decide whether product is planned or unplanned (ad hoc). If the product is not valid, terminate action. If the product is already programmed, assign AO, and, proceed to step 6.3. If the product is unplanned, assign AO, and proceed to step 6.6.
6.3	AO	Review and update product plan as appropriate. The plan should identify how the product(s) support the goals and responsibilities of the Enterprise
6.4	AO	Submit the product plan update for approval. Retain product plan and concurrence sheet in outreach product's file.
6.5	DD	Review, approve and concur with the product plan. Any concerns or issues are resolved by the responsible organization prior to proceeding beyond this step. Decide if product "go-ahead" requires a higher level of approval than Division. (Production requirements for publications omit this decision.) If plan needs the AA or/and Administrator approval, proceed to step 6.9. If the plan can be approved by the DD proceed to step 6.11. AO retains approved product plan and concurrence sheet in outreach product's file.
6.6	AO	If the determination in step 6.2 indicated an ad hoc product, receive assignment for unique (ad hoc) development.

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| 6.7 | AO | Initiate a cross-organizational work team to, evaluate and integrate information to support the intended activity. The resulting updated plan should identify the product(s) ability to support the goals and responsibilities of the Enterprise. |
| 6.8 | AO | Submit plan for approval (step 6.5) and follow appropriate decision steps (as explained in step 6.5). |
| 6.9 | AO | If decision in step 6.5 indicated requirement for higher level approval, prepare supporting materials for AA or/and Administrator review and decision. |
| 6.10 | AO | Obtain AA and/or Administrator approval/concurrence. If there are concerns or issues, the action is returned to the initiating code with revision guidance (step 6.7). Approved plans are returned to the initiating code for final product development. AO retains approved plan and concurrence sheet in outreach product's file. |
| 6.11 | AO | Develop or identify final guidelines and requirements for product(s), including the approach and distribution network to be used to release the product. |
| 6.12 | AO | Determine if product is a Headquarters responsibility or a Center responsibility. If product is a Center responsibility, proceed to step 6.14; if a Headquarters responsibility, step 6.13. |
| 6.13 | AO | The responsible Code at HQ NASA executes the product. The product is distributed in accordance with the requirements and guidelines developed and/or identified in Step 6.11. |
| 6.14 | AO | Provide oversight to the responsible Center for product execution. (The responsible Center executes the product.) |
| 6.15 | AO | Measure and evaluate the quality and effectiveness of product output in the form of a lessons-learned briefing or writeup. If product is an annual product, keep the evaluation in a "lesson's learned" file for future utilization. |

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<u>Record ID</u>	<u>Owner</u>	<u>Location</u>	<u>Media</u>	<u>Schedule Number and Item Number</u>	<u>Retention/Disposition</u>
Speeches	Action Officer	Initiating Code *	Electronic	Schedule 1, Item 37.B	Destroy when 2 years old.
Presentations	Action Officer	Initiating Code *	Electronic	Schedule 1, Item 37.B	Destroy when 2 years old.
Congressional Responses	Legislative Affairs/Policy Specialist	Code RS	Hardcopy	Schedule 1, Item 27.A	Retire to Federal Records Center when 4 years old.
Program Generated Brochures	Action Officer	Initiating Code *	Hardcopy	Schedule 1, Item 37.A	Destroy when 2 years old.
Publications	Action Officer	Initiating Code *	Hardcopy	Schedule 1, Item 37.A	Destroy when 2 years old.
Events	Action Officer	Initiating Code *	Hardcopy	Schedule 1, Item 37.A	Destroy when 2 years old.
Electronic Media	Education and Outreach Specialist	Code RP	Electronic	Schedule 1, Item 37.A	Destroy when 2 years old.
Press Releases	Public Affairs Officer	Code P	Electronic	Schedule 1, Item 37.A	Destroy when 2 years old.

* Initiating Code (RG, RP, RS, RW)

Appendix A Summary listing of Advocacy, Outreach and External Communications Products of the Aero-Space Technology Strategic Enterprise (HQ/R) and responsible Code R Organizations. This Appendix is updated as needed by Code RP, and the correct version may be obtained at <http://www.nctn.hq.nasa.gov/iso9000/astdocs/>